Cornerstone Interview: John Costanzo, Purolator
How the Goods Get to our Biggest Trade Partner

MANY PATHS TO AMERICA
Land of Opportunity

Manufacturing Abroad - Andrew Hazen’s Bobble Empire

How To Sell Your Product Overseas
Is your patent good there?

Dr. Satya Sharma -- The Global Economy and the Innovation Machine
THE 14TH ANNUAL SMART GROWTH SUMMIT

Friday, November 20th
8:00am - 4:00pm
Melville Marriott

Guest Speakers to include:

- Hon. Steve Bellone, Suffolk County Executive
- Hon. Ed Mangano, Nassau County Executive
- Hon. Judi Bosworth, North Hempstead Town Supervisor
- Hon. Ed Romaine, Brookhaven Town Supervisor
- Hon. Angie Carpenter, Islip Town Supervisor
- Hon. Frank Petrone, Huntington Town Supervisor

State of the Towns and Villages
Transit Oriented Development
Promoting Your Downtown
Impacts of Tax Cap
Small Business Development
Walkability & Health
Renewable Energy
Long Island’s Energy Future

Fair Housing
Suffolk County - I-Zone
Nassau County - HUB
Downtown Showcase - Nassau
Downtown Showcase - Suffolk
Youth Summit
Transit

Tactical Urbanism
Major Development Projects
Sewers and Water Quality
Beer, Food and Main Street
Science, Technology & Jobs
Youth Vision
Education
Luncheon Plenary

Register Today! Sponsorships are available!

- Visionary ($20,000)
- Platinum ($15,000)
- Gold ($10,000)
- Silver ($5,000)
- Bronze ($3,000)
- ___ seats ($150 each / $200 at door)

Method of Payment:
- Check enclosed
- Check sent (faxed replies only)
- Pay at the door
- Credit Card

Attendee Name(s): ________________________________________________________________________________________________________
Affiliation: ______________________________________________________________________________________________________________
Address: ____________________________________________________________City, State, Zip: ________________________________________
Email: _________________________________________________ Phone: _____________________________   Fax: _________________________
Credit Card: [ ] Visa [ ] MasterCard [ ] American Express Name, as it appears on card: __________________________________________
Credit Card Number: _______________________________________________  CVV Code:_______ Expiration Date: _______________

STATE OF THE ART EXPO ON EMERGING TECHNOLOGIES FOR A SMARTER WORLD

October 19 & 20, 2015
Melville Marriott Long Island | Melville, NY

Gaining recognition as one of the most prestigious and highly attended programs, CEWIT2015 is an excellent opportunity to network and listen to industry and academic experts discuss innovative ideas and applications in infrastructure, healthcare and energy — three of the most critical components of a smarter global environment.

Reserve your seat now at New York’s premier IT conference and international forum on emerging technologies.

To register: https://secure2.events-registration.com/cewit2015

FOR MORE INFORMATION:
cewit.org/conference2015  conference@cewit.org  @CEWITConference  +1 (631) 216-7000
From the Editor’s Desk

Land of Opportunity

Innovation has always been Long Island’s story and it remains the key to our position in the Global Economy. During wartime Long Island companies produced the aircraft it took to win, and all Long Islanders can feel pride that the first man on the Moon was put there by Long Island-based technology. Dr. Sharma’s Foreword “The Global Economy and the Innovation Machine” is a must read. Our Universities, rich in technology and remarkably affordable attract the best and the brightest from around the world to our shores…not only for a sterling education, but eventually for business as well. For a more detailed perspective please read Dean Vogel’s article, “International Students Contribution to the Economy.”

A Global Economy does not depend entirely on innovation or incoming students however, so we have a number of stories in this issue that will show you how you can participate by exporting or manufacturing overseas. Andrew Hazen’s experience with off-shore manufacturing holds a bit of vision for the future, and Patti Staff from the Long Island Import Export Association has written “So, You Want to Sell Your Product Overseas”. Both excellent sources of wisdom for the would-be export entrepreneur.

Process is critical, so we have words from George Likourezos regarding International Patents. Susan Sadocha from the US Commerce Department has also contributed to this issue.

No Global Economy could be complete without immigration. A hundred years ago, my grandfather told his mother “The streets of New York are paved with gold. Me and my cousin Salvatore are going. We’re wearing baggy pants with big pockets so we can carry pick axes. When we get off the boat, we’ll quickly chip out just two bricks of gold for each of us. It should take half an hour, we’ll jump on the next ship and be back before you know it! We’ll live like kings forever!” In a way, they did find gold because they got jobs immediately digging the NYC Subway, and were paid on the spot, and continued to work in America all the days of their lives. During that time in Italy, there were no jobs. No opportunity.

Over a business breakfast recently, Kamlesh Mehta, Chairman of the South Asian Times and an immigrant from India eloquently stated “I did not come here poor, I have a prominent family and I am in business for Overseas”. Both excellent sources of wisdom for the would-be export entrepreneur.

As a further testament to the quality of growth under Keen’s leadership, the school, whose roots lie in two-year agricultural programs, will now offer master’s degree programs in the School of Engineering Technology.

Dr. Keen’s illustrious 40-year career in academics includes positions as Provost and Vice President for academic affairs of Farmingdale, interim president at the College at Old Westbury, special assistant to the system provost at the State University of New York, and provost and VP, academic affairs of York College in Queens, City University of New York. His PhD is in Ecology — he is also a Fulbright Fellow.

We wish Dr. Keen great good fortune and look forward to his next endeavors.

“Isn’t it all about who’s in the boat—it’s what YOU bring to it that counts!”
Perhaps the biggest innovations in our time have come from the information technology and the associated industry. Major thrust to the IT revolution was provided around 1975 with Intel’s microprocessor. In the 1980’s, a little company called Microsoft pioneered the age of personal computing moving the productivity resource to the desktop. In the 1990’s, the sold commodity computing was pioneered by Cisco so that productivity could be shared and multiplied by the number of users on a network leading to the ultimate resource—The Internet. Now as we lay the foundation for the 21st century, we enter the age of mobility. The age of mobility is where all the productivity resources docked at our desks, and information locked in our network closets, will be unleashed in to the palm of every individual’s hand. Some have now argued that information technology is no longer a transformational technology providing a strategic advantage to any company.

Nicholas Carr of Harvard Business Review wrote more than a decade ago that Information Technology doesn’t matter by pointing out that it has become ubiquitous and therefore its strategic importance has gone away. His theme was that as all former transformational technologies like telephone, electricity, etc., became common and their advantages became available to all at little or no cost, as it has become ubiquitous no company can gain a competitive advantage from its use. He argues that while IT has become necessary infrastructural technology, it is not a strategic competitive advantage. However, IT is still not a mature technology and we expect the development of the last several decades to continue and increase thousand folds in many fields.

Back in 1903, Nobel Laureate Albert Michelson made the following observation, “The more important fundamental laws and facts of physical science have all been discovered and these are so firmly established that the possibility of their ever being supplanted in consequence of new discoveries is exceedingly remote.”

In 1932, Albert Einstein observed, “There is not the slightest indication that nuclear energy will ever be obtainable. It would mean that the atom would have to shatter at will.” And as late as 2007, Steve Balmer, CEO of Microsoft observed, “There’s no chance that the iPhone is going to get any significant market share in Russia, so, as it has become ubiquitous no company can gain a competitive advantage from its use. He argues that while IT has become necessary infrastructural technology, it is not a strategic competitive advantage. However, IT is still not a mature technology and we expect the development of the last several decades to continue and increase thousand folds in many fields.”

Thus it is wrong to conclude that all the IT spurred business transformations that are going to happen have already happened and that IT is no longer a competitive advantage. We are only at the beginning of the IT revolution.

Transformation to an internet based economy will continue. IT will continue to spur the growth and highly profitable businesses that we have not even imagined. Computational chemistry and biology, grid computing tying far flung supply chains, and even e-commerce, are at the beginning of their creation.

According to the UN’s ITU, the estimated number of internet users worldwide reached 3.17 billion in the year 2015, an eight fold increase since the year 2000. The estimated number of cell phone subscriptions worldwide reached 7.2 billion. Given that the world population is at 7 billion, there are more mobile gadgets in the world than people and they are increasing seven times faster than people. New markets will continue to be created by IT. Smart Grid will create a new market to reach $21 billion in the next few years. And with all this newly created information, people need a place to store it. Some research and consulting companies claim that data is growing in enterprise storage at 50% per year.

In recent years, internet usage in online social networking and entertainment has become the norm of American lives. The social networking site, Facebook, has now passed web giants such as Google, Yahoo, and Microsoft. Instead of being used to create value across sectors of the global economy, IT has become ubiquitous.

According to a recent study by McKinsey Global Institute, “We are on the cusp of a tremendous wave of innovation, powered by Internet and mobile technologies. To capture IT’s value, people throughout the organization can work as one team to drive it.”

IT will continue to create new and highly profitable businesses around the world.

Data is everywhere in our lives and in every area of the global economy. Companies these days generate tremendous amounts of transactional data to support businesses with their customers and suppliers and optimize their operations. In a 2001 article published by The New York Times, author Steve Lohr commented that “Data is a vital raw material for the information economy, much as coal and iron ore were in the Industrial Revolution.” Within the so-called “Internet of Things,” sensors are being embedded in devices ranging from smartphones, automobiles, and utility meters to assembly lines, warehouses, and hospitals to capture data in real time. Hundreds of millions of users around the globe now contribute new data, generating new knowledge and collaboration on new innovations using the Internet. 15 out of 17 industry sectors in the US have more data stored per company than the Library of Congress.

We are indeed in the age of ‘big data’ which refers to datasets whose size is beyond the ability of typical database software tools to capture, store, manage, and analyze. Big data can be used to create value across sectors of the global economy.

According to a recent study by McKinsey Global Institute, “We are on the cusp of a tremendous wave of innovation, powered by Internet and mobile technologies. To capture IT’s value, people throughout the organization can work as one team to drive it.”

Steve Lohr commented that “Data is a vital raw material for the information economy, much as coal and iron ore were in the Industrial Revolution.” Within the so-called “Internet of Things,” sensors are being embedded in devices ranging from smartphones, automobiles, and utility meters to assembly lines, warehouses, and hospitals to capture data in real time. Hundreds of millions of users around the globe now contribute new data, generating new knowledge and collaboration on new innovations using the Internet. 15 out of 17 industry sectors in the US have more data stored per company than the Library of Congress.

The only way to usher economic prosperity is to reignite the basic research that has always been the economic engine for the world wide prosperity. The Center of Excellence in Wireless and Information Technology (CEWIT) at Stony Brook University is a leading US research institution focusing on cutting edge research in wireless and IT (visit CEWIT.org for details). Our focus is to conduct basic research and the commercialization of the resulting technologies. The US and international economic priorities require that we bring together businesses, academia and the government to create the next generation technologies and solutions to solve the
LIFT Hosts a 10-Week ExporTech Program, Developed by the Manufacturing Extension Partnership to Help Companies Go International

Contributed by: Bob Curtis, Senior Sales Manager and Diane Muscarella, Director of Programs, Long Island Forum for Technology (LIFT)

During the months of February, March and April 2015, four Long Island companies participated in ExporTech, a national export assistance program that helps companies enter or expand in global markets. Jointly offered by the NIST Manufacturing Extension Partnership (MEP) and the U.S. Export Assistance Centers (USEAC) of the U.S. Department of Commerce, ExporTech applies a structured export strategy development process that assists 4-8 companies to accelerate growth. LIFT (The Long Island Forum for Technology) recruited the participants and facilitated the series.

It is the only national program where each company develops a written export plan that is vetted by a panel of experts upon completion. ExporTech efficiently connects companies with a wide range of world-class experts that help navigate the export sales process. The result is that companies rapidly expand global sales and save countless hours of effort.

So far, this nationwide program has resulted in 682 participating companies, 127 completed programs, $770,000 increase in average sales, $50,000 average investment saving and $400 Million in total program sales.

The companies that participated in LIFT’s initial multi-day ExporTech program had to take a good hard look at the inner workings of their company from start to finish. The program basically forced them to delve into process and financials as well as their reasons for wanting to export. For example:

- One company recognized their physical capacity may not have been ready for a large export order. Steps are being taken to mitigate this risk as the export program continues.
- One company, which was already exporting, broadened their education and learned about significant gaps in their supply chain process including forecasting, production planning and inventory control. They are now managing their issues better and using their capital investments in materials and resources in an improved manner.

While some of these companies are not ready at this time to enter into the export marketplace, the steps they are taking now can surely set them up for success in the future.

More About the Program

The ExporTech program was developed because MEP recognized that manufacturers cannot rely only on the domestic market for growth. 80% of the world market is outside of the U.S., and the purchasing power of billions of new consumers is rapidly increasing in emerging economies. At the same time, competition in domestic markets is fiercer than ever, and more and more companies are turning to international markets to offset declines in domestic sales. In addition, of those manufacturers that do export, over 40% sell to only one country, and over 70% sell to four or fewer markets. MEP identified a significant opportunity to help manufacturers aggressively expand into global markets.

What Distinguishes ExporTech from Other Export Plans?
- Structured Process - Vetted Plan
- Efficient Connection to Experts/Organizations in One Place
- Execution and Go-to-Market Support
- Customized, Innovative Sessions
- C-level Peer Group - Propels Action, Learning, Networking
- 3rd Party Verified Results/ROI

LIFT’s mission is to help small and mid-size Long Island manufacturers grow their top and bottom lines. We not only advise, we also provide training and implementation expertise that make companies more competitive as they expand into new markets, create innovative products, develop their customer base, find new partners, improve their processes and develop sustainable practices. For further information about LIFT’s programs, contact Diane Muscarella dmuscarella@lift.org or (516) 846-2730.

More About CEWIT 2015

Our 12th annual international CEWIT 2015 Conference this year at the Melville Marriott Long Island in Melville, New York will again feature a diversified program including distinguished keynotes, business-centric panels, parallel big data analytics tutorials, student research poster plenaries, a 30+ exhibitor show floor and specialized B2B forums involving more than 70 companies from the US, Korea, and Israel. There will be more than 55 high profile presenters from over 15 countries in multiple parallel sessions on health technologies, medical devices, visual computing, mobile computing, cybersecurity, big data analytics, information technology and society, the internet of things, smart infrastructure, and smart energy. The conference capitalizes on interaction between the entire scope of the audience, which includes business executives, researchers, government officials, and educational professionals, in order to integrate innovation driven new technologies to enhance the US and global economies to benefit citizens everywhere.

(Continued from p7)
A Head for Business Overseas

By Andrew S. Hazen

In 2003 when I picked-up a bobblehead in a Spencer’s Gift Store and thought about my dad and me selling bobbleheads online, I never imagined that a decade later we would be one of the largest custom bobblehead manufacturers working with four factories overseas and over 100 skilled sculptors and artists.

From 2003 thru 2010 my father, Michael Hazen, and I were leveraging my ability to drive Internet traffic with an eCommerce bobblehead business at www.AllBobbleheads.com (no storefront) that bought bobbleheads wholesale and sold retail online. AllBobbleheads was really a hobby that quickly turned into a six-figure business.

As sales plateaued in 2010 we became a “me-too business” and I knew it was time for us to pivot! At that same time we did a joint venture with a group that had the license for Michael Jackson bobbleheads except they could not manufacture the dolls. We seized the opportunity and brought in Stewart Barnett as our partner because Stew had decades of experience in licensing, importing and selling to brick-and-mortar stores, which we desperately needed help with. Needless to say, between online and offline sales, we sold tens of thousands of Michael Jackson bobbleheads and quickly became experts in bobblehead design and manufacturing.

As the Michael Jackson bobblehead frenzy was underway, we received many inquiries about our custom bobbleheads and minimum order quantities. It seemed as though the industry standard was to manufacture no less than a few hundred bobbleheads, which was confirmed when we contacted several factories overseas and they would not produce orders under 500 pieces.

“We what if we could make just one single custom bobblehead at a time?” I asked Michael and Stew during one of our regular Saturday morning meetings. Both of them smiled from ear to ear and we knew instantly we had a BIG IDEA!

Tons of research and sleepless nights ensued as we explored options on how we could design and manufacture one custom bobblehead at a time and deliver it to our customers’ door. We contacted countless polyresin factories across the globe to find one that could not only communicate with us but would be willing to manufacture one bobblehead at a time. Obstacles such as language, time differences and currency did not discourage us nor get in our way; in fact I think it drove us to succeed!

Our perseverance paid-off (literally) when we finally connected with a factory-owner overseas who not only could communicate in English via email but could also speak with us in English on Skype. We began placing small test orders to validate that we can produce small order quantities for handmade bobbleheads overseas, ship them to customers all over the world and handle all the customer service here in the U.S.

We learned A LOT in the beginning and quickly saw, heard and felt that doing business overseas is very different than doing business in the U.S. The twelve-hour time difference is typically advantageous as work is literally being done while we are sleeping but can be frustrating at times when you need information at 4am EST and it’s 4am overseas. There are also times when cultural/language differences impact our work, like when a person requests ‘mutton-chops’ (a/a sideburns) on their bobblehead and instead of sideburns, the person’s cheeks literally have the word ‘mutton-chops’ affixed to them #OhMy!

Having successfully worked with one factory for nearly a year manufacturing thousands of custom bobbleheads, one at a time, we took a two week trip across the globe to not only visit our one factory but to find more! We worked with several trade agents in advance of our trip and even used LinkedIn to connect with potential new factories and scheduled visits. In less than one year from our start, AllBobbleheads was manufacturing bobbleheads in two factories and within three years we now work with four factories and have licenses with NHL, MLB, NBA, WWE, Betty Boop, Popeye and more. This summer, AllBobbleheads made the Inc List of Fastest Growing Companies Ranking #72 in the U.S. and #4 in New York.

Manufacturing overseas certainly has its challenges and quite frankly my partners and I would like nothing more than to manufacture our bobbleheads here in the U.S. We’ve been researching and testing 3D printers for years but the quality, speed and cost are still not right; I suspect it will be another two to three years until we can seriously begin manufacturing bobbleheads here in the U.S.

Andrew Hazen, in addition to heading AllBobbleheads, is an angel investor, domain-name “addict”, and CEO of LaunchpadsU, which offers space and resources to startups and early-stage companies in Mineola, Huntington, Great Neck, Stony Brook University and at NYIT, with more to come.
Anil Kapoor, President and CEO of SVAM, had an epiphany some 15 years ago, after he bid on a contract to provide IT staffing at the project’s cost. He did so in the hope of winning the customer’s loyalty. However, a still lower-bid came in—from India—to win that job. Top programmers in India earn one-third the wages of their American counterparts.

Kapoor pivoted to a new hybrid business model, which he terms “Correct Shoring,” and SVAM launched its IT Solutions to augment its staffing services. In the hybrid model, leadership and project management at headquarters in Great Neck, NY, would create the architecture for each new project, while the offshore (in India) and near-shore (in Mexico) technical teams would engineer it and write code. “Globalization is here to stay,” Kapoor says.

Then, when 9-11 caused business to fall off a cliff, SVAM had to cut its staff from 300 to 68 people, Kapoor recalls. “I would have had difficulty surviving at all, if I had not created this offshore model. I was able not only to survive, but to grow. So instead of viewing it as sending U.S. jobs overseas, in my mind, we save the jobs here and create wealth. And we pay US taxes on all our global income, wherever we earn it.”

Today, SVAM has a global network of technology professionals—45 senior managers and project leaders in Great Neck put together all the processes; then teams under a CTO collaborate at the client site. There are 300 contract programmers, systems administrators and engineers around the US, 150 in India, and 130 in Mexico. “We can work around the clock and bring the economies of the developing world here, to the customer’s benefit.”

SVAM also is the system integrator for a major project of the NYC Department of Environmental Protection, the successful rollout of its Automatic Meter Reading technology for 1 million households. The device allows water meter data to be collected and shared in real time, for improved conservation, consumer empowerment and savings.

What’s next for SVAM? “With The Cloud, things are changing and I see SVAM evolving. We are now planning a pilot acquisition of another company; if that works well, I’m hoping to multiply the company threefold over the next two years,” Kapoor says.

SVAM’s Solutions and Products groups leverage one another, Kapoor adds. “Seamless integration of work systems give us an edge over competition.”

He cites several SVAM products as integrated solutions. StartUP NY at Stony Brook University is a client of its ProTrack Plus, an enterprise management portal. Stony Brook must manage several hundred leads for potential acceptance to the NYS-funded business accelerator program (which offers sizable tax benefits to startup companies). ProTrack provides a dashboard and case management work system that tracks it all.

There are 12,000 Industrial Development Agencies around the US, the majority of which are tracking clients in a "hodgepodge manner," Kapoor explains. The ProTrack work system shows whether clients using those IDA tax incentives are actually fulfilling their obligations. “IDAs using this tool can manage themselves better, become more accountable, and free resources to bring in more investment,” Kapoor points out.

In Mexico, SVAM markets online math tutoring software for 3rd to 12th graders. Named “Yo Factura,” the product earns about 10 cents for every transaction. SVAM operates in the free trade zone of Victoria, just south of McAllen, Texas. The problem, Kapoor notes, is that the drug cartels now also have moved there. Yet SVAM persists. “We hire Mexican workers to work on Mexican projects and create revenue there.”

SVAM clients include Fortune 500 companies, such as one US manufacturer that produces and sells on every continent. Thus SVAM has teams who “follow the sun” to support that business 24/7. Other clients are startups, including a rising star based in Huntington, eGifter, creator of a social sharing app that is soaring.

SVAM also is a client of the StartUP NY at Stony Brook University, a client of its ProTrack Plus, an enterprise management portal. Stony Brook must manage several hundred leads for potential acceptance to the NYS-funded business accelerator program (which offers sizable tax benefits to startup companies). ProTrack provides a dashboard and case management work system that tracks it all.
Many Paths to America
by Barbara Kent & Vivian leber

Our conversations with foreign-born entrepreneurs, scientists, academics and politicians yielded extraordinary stories from a wide swath of socio-economic statuses. One swam across the Rio Grande and another flew into New York on a luxury jet—from academics to fishermen; the well-educated and the under-educated. Each had the same goal, “opportunity”, the overwhelming reason to be in America, “Land of Opportunity.” Every one of them is grateful, and aspires to “Giving Back” to the community.

El Salvador
The path from war-torn, gang-ruled El Salvador, smallest country in Central America with the greatest population, to America was often treacherous. Despite the official end of the Civil War in 2001, the political unrest and economic chaos have forced thousands to seek refuge elsewhere.

Dimas Escobar, Owner, Pine Aire Fish and Deli; President of the Salvadoran Chamber of Commerce, left El Salvador at 23 to escape the civil war. He had grown up on a farm and hoped to study agriculture, but his plans changed and in ‘86 he came to America. “I had the opportunity to go to school….” The journey was tough with little money and much of it on foot. “I never left home before and there was no extra money for travel.” Dimas did have a network of friends and allies along the way, who preceded him and would help when paid. “I hopped on a bus with friends, there were people who helped along the way. It cost $3,000 to get across the river into the US. I Swam across the Rio Grande.” Dimas found his way to Long Island through a friend who lived in Copiague. “I had to work hard at a fish market, and learned everything about seafood in a year and a half. I cut a ton of fish in 12 hours. Then I came here and saw this fish market owned by two Italian brothers. I cut a ton of fish in 12 hours. Then I came here and saw this fish market owned by two Italian brothers. I knew that some of my people like to make soup with it. The brothers said “No, it’s a waste of time…” That first week they made $250 extra! They were very impressed. From the time I started working there full time they never worked again, they just fished.”

Three years after arriving from El Salvador, Dimas started to bag the fish-heads to sell because he knows that some of my people like to make soup with it. He also knows the Latino market. He works hard at a fish market, and learned everything about seafood in a year and a half. He cut a ton of fish in 12 hours. Then I came here and saw this fish market owned by two Italian brothers. I knew that some of my people like to make soup with it. The brothers said “No, it’s a waste of time…” That first week they made $250 extra! They were very impressed. From the time I started working there full time they never worked again, they just fished. ”

Anna Vasquez, Lela’s Bakery; Anna’s 360 Services; Long Island
Anna Vasquez was 22 years old when she left El Salvador to help her family and to escape war and poverty. She left her two children behind with family, and while she knew that there were many others who had been successful, and there was a well-organized network of earlier refugees to help, there was no guarantee that she would survive. She said leaving El Salvador itself was “No trouble,” but “I had no visa, no papers, so the journey was difficult. I broke my leg being pursued by Immigration. They set off animal traps and I was caught in one in Baja California.” When she arrived in New York she depended on what she knew. “First I was a housekeeper at a hotel.” Driven by the goal of reuniting with her children she created her own house-cleaning business until she was able to become a citizen and bring her children to their new home. She operated the business for 14 years and then opened Lela’s Bakery. Since then she has remarried and now has 7 American children and “adopted” 20 cousins, Aunts and Uncles from El Salvador and brought them here, too. “Today,” Anna said, “I own three houses and the bakery I work in, and I still also clean houses.”

Yesenia Vasquez was an undocumented immigrant from El Salvador who migrated to America at age 17. She worked to support the family, including two younger siblings. She learned English and finished High School later, after she met the man who was to become her husband, an engineer and U.S. citizen, who encouraged her and built her confidence.

She excelled as a bank teller and earned several promotions, becoming assistant manager and a loan officer. There was never time for college. Soon she also had three children to tend to, and needed more flexible work hours, so she became a commissioned agent with a mortgage company.

Four years ago, after a divorce, Ms. Vasquez, wanted to become a business owner. She found the opportunity with an established business, Laser Now, that she runs with a partner. The business operates in three locations: Franklin Square, LI, Whitestone, Queens, and Fifth Avenue, Manhattan. She rotates among the shops and in between, has carpools and after-school duties.

Ms. Vasquez still manages to volunteer with numerous Ll charities and not-for-profit organizations as a board member, fundraiser and free services provider. Laser Now offers a free clinic for low-income women on Tuesdays. Among the many organizations she works with are the American Heart Association, the Nassau County Women’s Bar Association whose golf outing will raise funds for breast cancer, the Arts Council of Freeport, and the U Science Museum. She was honored by Adelphi University as a Champion for Humanity in 2014 and is being celebrated as one of “Long Island’s 50 Top Women” by Long Island Business News in October 2015; she is the sole Hispanic being honored. To honor her origins, she also works with an organization that ships wheelchairs and other medical supplies to El Salvador.

Laser NOW 1052 Hempstead Turnpike, Franklin Square, (516) 382-0398

Many Paths to America
by Barbara Kent & Vivian leber

Our conversations with foreign-born entrepreneurs, scientists, academics and politicians yielded extraordinary stories from a wide swath of socio-economic statuses. One swam across the Rio Grande and another flew into New York on a luxury jet—from academics to fishermen; the well-educated and the under-educated. Each had the same goal, “opportunity”, the overwhelming reason to be in America, “Land of Opportunity.” Every one of them is grateful, and aspires to “Giving Back” to the community.

El Salvador
The path from war-torn, gang-ruled El Salvador, smallest country in Central America with the greatest population, to America was often treacherous. Despite the official end of the Civil War in 2001, the political unrest and economic chaos have forced thousands to seek refuge elsewhere.

Dimas Escobar, Owner, Pine Aire Fish and Deli; President of the Salvadoran Chamber of Commerce, left El Salvador at 23 to escape the civil war. He had grown up on a farm and hoped to study agriculture, but his plans changed and in ‘86 he came to America. “I had the opportunity to go to school….” The journey was tough with little money and much of it on foot. “I never left home before and there was no extra money for travel.” Dimas did have a network of friends and allies along the way, who preceded him and would help when paid. “I hopped on a bus with friends, there were people who helped along the way. It cost $3,000 to get across the river into the US. I Swam across the Rio Grande.” Dimas found his way to Long Island through a friend who lived in Copiague. “I had to work hard at a fish market, and learned everything about seafood in a year and a half. I cut a ton of fish in 12 hours. Then I came here and saw this fish market owned by two Italian brothers. I knew that some of my people like to make soup with it. The brothers said “No, it’s a waste of time…” That first week they made $250 extra! They were very impressed. From the time I started working there full time they never worked again, they just fished. ”

Three years after arriving from El Salvador, Dimas started to bag the fish-heads to sell because he knows that some of my people like to make soup with it. He also knows the Latino market. He works hard at a fish market, and learned everything about seafood in a year and a half. He cut a ton of fish in 12 hours. Then I came here and saw this fish market owned by two Italian brothers. I knew that some of my people like to make soup with it. The brothers said “No, it’s a waste of time…” That first week they made $250 extra! They were very impressed. From the time I started working there full time they never worked again, they just fished. ”

Anna Vasquez, Lela’s Bakery; Anna’s 360 Services; Long Island
Anna Vasquez was 22 years old when she left El Salvador to help her family and to escape war and poverty. She left her two children behind with family, and while she knew that there were many others who had been successful, and there was a well-organized network of earlier refugees to help, there was no guarantee that she would survive. She said leaving El Salvador itself was “No trouble,” but “I had no visa, no papers, so the journey was difficult. I broke my leg being pursued by Immigration. They set off animal traps and I was caught in one in Baja California.” When she arrived in New York she depended on what she knew. “First I was a housekeeper at a hotel.” Driven by the goal of reuniting with her children she created her own house-cleaning business until she was able to become a citizen and bring her children to their new home. She operated the business for 14 years and then opened Lela’s Bakery. Since then she has remarried and now has 7 American children and “adopted” 20 cousins, Aunts and Uncles from El Salvador and brought them here, too. “Today,” Anna said, “I own three houses and the bakery I work in, and I still also clean houses.”

Laser NOW 1052 Hempstead Turnpike, Franklin Square, (516) 382-0398
Jamaica, West Indies

Dr. Veronica Henry, Executive Assistant to the President/Chief Diversity Officer/Title IX Coordinator, Farmingdale State College came to America with a high school diploma after being widowed with two young children at age 27. “I needed to sustain my family,” she said.

“I came here to go to school to gain an education and a profession. I was interested in nursing and while I was already an assistant mid-wife in Jamaica, could not practice here because the criteria and qualifications were different. In Jamaica you didn’t have to have all of that, so I had start all over, go to school, get my sciences, which were outdated, and re-take them. I went to the LI Educational Opportunity Center on Campus (Farmingdale State College); got my GED there too because getting records from Jamaica took a long time. I took science courses so I could get admitted to the school of nursing.”

While Dr. Henry is a College Administrator and Full professor today, she has not been in the classroom since ’96. “I enjoy what I do but still keep up to date with health issues by working with health programs within the community and in my Church. I still see students and unofficially advise them. Perseverance is important and everyone, if they have a dream, can accomplish that dream. My dream was to get to America, the United States and get my education and move forward. I wanted to be a physician eventually… Although getting my Doctorate from Columbia teacher’s college took as much time as it would have taken if I’d became an MD, but I do not regret it because I believe I provide services that make a difference in someone else’s life.”

I use my story to inspire students. When I tell it to them, it goes full cycle: I came here; took prerequisites; took GED; went to LI Educational Opportunity Center; and after many years of continuing my education became a full professor; then started in administration as a dean at LI Educational Opportunity Center. When I tell them, they are so inspired. By giving back to community, I am very much involved with STEM diversity—I want to encourage individuals who are under-served to be inspired to become—I know that if they have the opportunities they will succeed.

veronica.henry@farmingdale.edu 631-420-2622

Iran

Kamal Shahrabi, Ph.D. Dean, School of Engineering Technology Farmingdale State College, and the Executive Director for The Renewable Energy & Sustainability Center

The Iranian Revolution occurred in 1979, just as Kamal Shahrabi was finishing high school. His father, though not enmeshed in any politics, worried that the new regime might close the universities, so young Kamal was sent to study in the United States. Months after he began his studies, Iran and Iraq went to war and the regime at home placed tight controls on money transfers abroad, so no longer could his father support his tuition and living expenses. Yet Dr. Shahrabi’s S-1 student visa required a full-time course load and restricted employment options. So for 60 to 80 hours a week, he worked jobs such as bartender, dishwasher and parking attendant, while maintaining his high grades at NJIT.

Once in graduate school, at CUNY, pursuing first his M.S., then Ph.D. degree in Electrical Engineering, he was able to work as a Teaching Assistant. He became a permanent US resident and joined the faculty of a New Jersey community college. Two years later, he left to become an Assistant Professor at Kean University, NJ, progressing within nine years there to Full Professor, and then served as Department Assistant Chair and Chair. In 1987, he joined Farmingdale State College as Dean and moved to Long Island. Dr. Shahrabi’s family all remain in Iran, so every year he travels there to see them.

The Engineering Technology Department that he oversees is the most international of Farmingdale State’s departments. Its burgeoning student body (now at 1,700) and its faculty include immigrants and first-generation Americans from around the globe. “We believe strongly that our diverse student body is well-prepared for the workforce,” Dr. Shahrabi says. The Department collaborates with a number of foreign universities, with student and faculty exchanges and joint research. Foreign students who study in approved programs at their home universities may then complete their last two years to earn a B.S. degree at Farmingdale State. He notes that the outsize numbers of foreign students in engineering technology at most colleges is in part a reflection of education gaps in the US. “The US investment in STEM resources is growing but still not enough.”
Two critical problems the world faces are too much waste and not enough clean energy. AgriPower Inc., a Great Neck Long Island based Waste-to-Energy company, has solved both problems in a sustainable, environmentally responsible and economically attractive way. The system turns waste into heat and power—it’s that simple—and that profound.

According to CEO Barry J. Berman: “AgriPower has spent millions of dollars and more than seven years developing advanced technology, our systems use a unique and proprietary dual chamber design that directs all of the gasses and emissions generated from combusting waste in the lower combustion chamber into an upper, extended chamber where it undergoes an extremely thorough and “clean” combustion process that produces virtually no emissions and minimal residual ash. As a result, we are able to comply with all local and state regulations.

Screw Augers Inside the Ceramic Lower Combustion Chamber

The systems are operational in more than sixty locations—primarily schools, hospitals, prisons and factories. They can utilize between one and sixty tons per day of waste fuel and are brought to the location where the waste is generated and energy is needed.

They are modular and transportable, easily and rapidly installed. They are fully automated and can be remotely monitored. Except for the workers who load the fuel, they require no on-site operating personnel. By using advanced ceramic technology and customized screw augers, they are inexpensive to operate and have an expected useful life of at least thirty years.

Saving’s obtained by the use of “on-site waste as fuel” rather than paying to have it trucked to a landfill or incinerator. This also eliminates the cost of buying fuel that would otherwise be used to produce heat energy and electricity that the systems can now provide. As a result, the typical payback period is 2.5 to 4 years, not considering available tax benefits, grants or carbon credits. Clean energy grants are frequently available and in some places, carbon credits from the systems’ operation can generate hundreds of thousands of dollars per year in extra cash flow. Some customers generate extra revenue by charging nearby companies a lower tipping fee to dispose of waste then their local landfill facility and use it as free fuel in their systems.

The resulting heat energy can be turned into hot water, heated air or steam and, when used with various add-on modules, can also generate electricity as a combined heat and power system or produce air conditioning and refrigeration without electricity.

During the past year, AgriPower has actively invited and conducted on-site, due diligence trips for potential customers, sales representatives and investors that usually visit several operating systems in Pennsylvania where their plant and many of their customers are located. These systems, which have been operational for at least four years, use different types of waste wood as fuel to produce various types of energy solutions. One district heating system provides heat and hot water for two schools and a greenhouse that are about a half mile apart. Another provides heat, hot water and steam for a large combined regional hospital and nursing home facility. The third is used in a factory to dry fuel pellets. All provide visitors with proof of how reliably and inexpensively they operate.

In 2014 the company undertook a major effort to develop global markets, focused on the strong advantages of their technology—international Free Trade Agreement (FTA) and tariff preferences, remote off-grid locations, all of which are receiving from the CS will result in rapid growth and job creation. AgriPower is developing business throughout the Caribbean and parts of Central and South America, especially at remote locations that use diesel generators for their power and have lots of agricultural waste available. CS assisted the company in developing opportunities in the agricultural waste sector by introducing it to an organization with member countries throughout Latin America and the Caribbean that focus on waste, electric power, agricultural and food issues. They were also introduced by the Long Island team of the CS to numerous potential opportunities through an off-grid remote community intergovernmental program designed to bring combined heat and power systems to thousands of communities. The company’s wide range of system configurations means they are especially well suited for bringing heat and power to the small and mid-size isolated communities that this program is addressing.

AgriPower is also hoping that the pending Trans Pacific Partnership Trade Agreement will be reached and opens up an enormous market opportunity for their systems throughout the Pacific Rim. As part of its export strategy, they are actively looking for a suitable demonstration site in Hawaii, Indonesia, Philippines and other countries there and in the numerous island nations throughout the Pacific Ocean that have waste disposal and high energy cost problems. A similar market development effort is currently underway in Indonesia and the Philippines (both countries have thousands of inhabited islands), where they recently entered into an agreement with several local distributors. Their strategy is working. According to Anthony C. Kahn, AgriPower’s president, “In addition to Canada, Indonesia and the Philippines, we now have distributors in Brazil, Colombia, Cuba, the Dominican Republic, Egypt, Haiti, India, Kuwait, Lebanon, Puerto Rico, where we believe that our own marketing efforts and the assistance we are receiving from the CS will result in rapid growth for us starting next year.” While AgriPower is moving quickly to develop global markets, home base has not been forgotten. They continue to develop business opportunities in the U.S., primarily in high fuel and power cost areas like the Northeast. As part of their business plan, they intend to increase production capacity by expanding their assembly plant in Pennsylvania and utilizing excess manufacturing facilities currently available on Long Island. So don’t be surprised if there are AgriPower systems in Long Island’s future. www.agripower.com.
Planes, Trains, Trucks & Tariffs – Simplified – with Purolator’s Tools of Trade

Vivian Leber

Our state and country share a border with Canada, the Great Lakes, a common language and the games of baseball and hockey. A Long Island business owner, who lives in Toronto or Calgary probably would not sense a radically different landscape or culture from that along Route 110. But selling to a Canadian customer is not at all like selling to one in Ohio. While a lucrative market, the Canada trade also involves customs declarations, national value-added-tax and provincial taxes, a registration process and other issues not fitting for a novice to navigate.

As President of Purolator International, which is a subsidiary of its Canadian parent company, John T. Costanzo, is one of Long Island’s leading authorities on doing business with Canada. Purolator is the largest integrated shipping logistics and delivery company for U.S.-Canada trade. From his office in the Jericho Quad, Costanzo leads the company’s $200 million Third Party Logistics business and Purolator’s strategic growth plan for markets outside of Canada that engage in cross-border trade.

At the helm since 2001, Costanzo has taken the firm from a small U.S. freight forwarder to a leading provider of cross- border parcel and freight services, transportation management, customs brokerage, and warehouse and returns management. In addition to the Jericho headquarters and a branch office in Farmingdale, Purolator is now in 30 U.S. cities that in aggregate handle 80% of U.S.-Canada trade.

Costanzo ticks off the numbers showing that the bilateral trading partnership is immense—the two countries trade $1.8 billion of goods every day, or $650 billion a year, accounting for 20% of all U.S. trade. “Many people think our largest trading partner is China, but while we import their goods, we don’t export much to them,” he points out. In contrast, U.S. and Canada are roughly equal trade partners. Over 20% of all exports from New York State, and 24% from Long Island, land in Canada. The transportation component of all that trade amounts to about 3%, Costanzo notes.

He would like to see even more Long Island businesses sell to Canada and do so profitably, which means not tripping up on the logistics side of order fulfillment.

“The hardest challenge for smaller companies is that they are stretched,” Costanzo notes. “If they are good at marketing, they should have a successful new product launch, but we see some get into trouble when they realize—three or four months later—that they are spending more than they are making to fulfill the orders, to get the product to markets.”

Best Advice: Get a Good Logistics Partner

“The first advice I can give to any company going into a market, or not making money already serving a sector, is to get a good logistics partner, whether it is us or someone else,” he says. “Lots of carriers sell their transportation service. We do that too, but in addition, we have a team of logistics experts who can help to assess a company’s supply chain and make strategic recommendations for saving money and improving service.”

“Businesses may not realize that 3% to 4% of their spending is to fulfill orders,” Costanzo adds, so any savings realized in that band will go to one in Ohio. While a lucrative market, the Canada trade also involves customs declarations, national value-added-tax and provincial taxes, a registration process and other issues not fitting for a novice to navigate.

Purolator works with major Long Island companies such as Henry Schein, Olympus, Motorola and Purity Products. It transports components and finished goods, just about everything a business needs or sells, except for commodities. Costanzo hopes to grow its still nascent business with Long Island’s pharmaceutical and biotechnology sectors, especially seeing that the region’s economic developers have designated the life sciences as the #1 strategic focus.

“When you sell to an industrial products company, you are really helping your customer to serve its customers.” Our tools, he explains, revolve around order fulfillment. “When you sell to an industrial products company, you are really helping your customer to serve its customers.” Our tools, he explains, revolve around order fulfillment. “When you sell to an industrial products company, you are really helping your customer to serve its customers.”

Consumers have changing expectations. Costanzo notes that “The greatest impact will be in the next 10 or 20 years.”

Consumers Still Value Cost-Savings Over Speed

With Amazon holding out the promise of same-day delivery using drones, do consumers really value speed above all else? “Purolator conducted a consumer survey with Stony Brook University a few months ago,” Costanzo says. “You would think that people are demanding immediate delivery, but the opposite is true. We found that 60% to 70% of consumers both in the U.S. and Canada would sacrifice speed in favor of cost savings.”

Drones may one day have a bigger impact on industrial than consumer markets. According to Costanzo, more drone licenses have been issued in Canada than in the U.S. because so much more of its territory is remote. One day a distribution center will send a drone out to drop a tool to a mine or oil field in the Yukon, he predicts.

Costanzo was asked to name Long Island’s greatest transportation innovation. “My perspective is that we need to fix the rail infrastructure on Long Island.” He explains, “We can’t get the new stacked intermodal freight containers out here because the bridge structures over the railways are too low.” So freight gets dropped off by rail or barge, in N.J. or Brooklyn, and loaded onto trucks and trailers to come over bridge or tunnel to travel on the L.I.E. That’s inefficient and expensive. “If we could get the government to invest in raising the bridge heights here, then we could have intermodal rail, to this region’s great benefit.”

For further information, visit: www.purolatorinternational.com

John T. Costanzo serves on the boards of the Long Island Association and of the LIREDCC, co-chaining its Global Working Group, which promotes manufacturing and exports. He has built and enhanced Purolator International’s Corporate Responsibility Program, and is a member of the board of United Way, Long Island, through which he and company employees dedicate hours of service to nonprofit organizations such as Long Island Cares. He also advocates on issues related to Long Island’s air and ground transportation.
Most inventors who reside in the United States generally file their patent applications in the US. Once a US patent application issues as a US patent, ownership of the US patent gives the patent owner the right to exclude others in the US from making, using, offering for sale, selling, or importing into the US the invention claimed in the patent. Ownership of the patent does not furnish the owner with the right to make, use, offer for sale, sell, or import the claimed invention because there may be other legal considerations precluding same (e.g., existence of another patent owner with a dominant patent, failure to obtain FDA approval of the patented invention, an injunction by a court against making the product of the invention, or a national security related issue).

If an inventor or company desires to obtain foreign patent rights, they need to secure foreign patent protection for their invention. First, a Foreign Filing License (FFL) is needed in order to file a patent application outside the US. The FFL is a type of export license and it is issued by the US Department of Commerce. The simplest way to obtain a FFL is to file a patent application in the US Patent and Trademark Office (USPTO) for the invention before filing outside the US. After the patent application is filed in the USPTO, it will be reviewed for granting a FFL. Most patent applications are granted FFLs within a few weeks of the patent application filing date.

Second, after the FFL is granted, the patent application needs to be filed within one year from the date the US patent application was filed, in the case of a utility patent application, to begin the process of securing foreign patent rights; six months from the date of the US filing for design patent applications. There are about 200 countries with patent systems and securing a patent in all these countries is impractical due to the expense involved. For example, securing a patent in each European country will cost over $100,000.

A rule of thumb is to select countries in which you, as an inventor or company, have a business interest with respect to the invention. For example, if you will be exporting your product to Canada and Japan, or have a licensing opportunity with a Germany-based European country will cost over $100,000.

Most inventors who reside in the United States generally file their patent applications in the US. Once a US patent application issues as a US patent, ownership of the US patent gives the patent owner the right to exclude others in the US from making, using, offering for sale, selling, or importing into the US the invention claimed in the patent. Ownership of the patent does not furnish the owner with the right to make, use, offer for sale, sell, or import the claimed invention because there may be other legal considerations precluding same (e.g., existence of another patent owner with a dominant patent, failure to obtain FDA approval of the patented invention, an injunction by a court against making the product of the invention, or a national security related issue).

If an inventor or company desires to obtain foreign patent rights, they need to secure foreign patent protection for their invention. First, a Foreign Filing License (FFL) is needed in order to file a patent application outside the US. The FFL is a type of export license and it is issued by the US Department of Commerce. The simplest way to obtain a FFL is to file a patent application in the US Patent and Trademark Office (USPTO) for the invention before filing outside the US. After the patent application is filed in the USPTO, it will be reviewed for granting a FFL. Most patent applications are granted FFLs within a few weeks of the patent application filing date.

Second, after the FFL is granted, the patent application needs to be filed within one year from the date the US patent application was filed, in the case of a utility patent application, to begin the process of securing foreign patent rights; six months from the date of the US filing for design patent applications. There are about 200 countries with patent systems and securing a patent in all these countries is impractical due to the expense involved. For example, securing a patent in each European country will cost over $100,000.

A rule of thumb is to select countries in which you, as an inventor or company, have a business interest with respect to the invention. For example, if you will be exporting your product to Canada and Japan, or have a licensing opportunity with a Germany-based company, then it is worth the expense in obtaining patents in these countries. The most common method for beginning the process of securing foreign patent rights is to file a PCT (Patent Cooperation Treaty) patent application. Most countries are signatories to this treaty. The PCT patent application is typically identical to the patent application filed earlier in the US.

It is noted that the PCT patent application can also be filed without first filing a US patent application, since the US is a signatory to the Patent Cooperation Treaty. After the PCT patent application is filed, the PCT patent application is “nationalized” by designating one or more countries in which patent protection for the invention described in the PCT patent application is desired. Therefore, the US can be designated as one of the countries for nationalizing the PCT patent application.

Foreign patent protection can also be obtained for an invention via the Paris Convention approach. That is, a patent application can be filed in a Paris Convention member country within one year after the initial filing in another member country. This approach is preferable over the PCT approach if only 2-3 foreign countries are desired besides the US.

There are many pitfalls that can potentially undermine obtaining foreign patent rights, such as publicly disclosing your invention prior to the filing of the US patent application or PCT patent application, and missing key dates, such as the date for filing a certified copy of the US patent application with a foreign patent office. Therefore, you should consult with a patent attorney to advise you in your pursuit of obtaining foreign patent protection for your inventions, and to assist you in steering away from the pitfalls.

George Likourezos, Esq., is an intellectual property attorney, specializing in patent law, and partner at Carter, DeLuca, Farrell & Schmidt, LLP. He can be reached at glikourezos@cdfslaw.com or 631-501-5706. George is a Board member of the Long Island Capital Alliance and ADIAPT.

Since 1982 the Long Island Import Export Association has offered seminars covering a range of subjects focusing on key global issues. The goal is to help manufacturers, importers, business owners and “start-up” companies expand their knowledge in the field of international trade. We currently have 250 active corporate members representing 700 individual members.

LIEA seminars are presented by accomplished and recognized professionals who offer their insight about the business environment today and their forecast of the future. The global market is constantly changing and our speakers are highly experienced in the fields of cargo security, supply chain, compliance, finance, sales, marketing, legal issues, U.S. Customs and all others relevant to conducting business in today’s dynamic environment.

The world of global trade offers endless new business opportunities. With new markets constantly developing and Free Trade Agreements (FTA) being signed, we can and should consider exporting/importing to this endless source of trade regions. Who would have thought that we would establish a partnership with Cuba and now this might be a very valuable source for our exports as they will need so much product to grow their infrastructure and telecommunications.

What are the best tips for someone who wants to “Sell Their Product Overseas”? HOW do potential importers cultivate the “relationships” they will need?

Product Selection: Determine what product you wish to import/export and research that product ensuring there are no risks involved. For instance, if dealing with a food product be sure to go to the FDA website (www.fda.gov) where you can research that product to learn if there are any holds on it and from which countries.

Trading Partner: Which countries do you wish to source that product from or sell to? Check with the www.cbp.gov website to confirm there aren’t any trade restrictions with that country. The U.S. Customs & Border Protection website is an outstanding resource guide.

Financial Assistance: Select a bank that has a global reach and that can discuss currency/payment terms with you.

Transportation/Logistics: Determine if your product can move via ocean carrier or if it must go air. The cost for each mode of transportation varies as does the transit times.

Products regulated when moving cargo via air freight can be viewed on www.tsa.gov www.faa.gov

Customs House Broker/ Freight Forwarder: Select a CHB/ FF that is experienced and can provide the appropriate documentation needed to import/export your product. They will know what Customs documents are required and assist with all of the above as well.

With that said, all companies that want to get involved in global trade must establish the necessary relationships in order to ensure documents, finances, and security needs are met. We all want to know that we will be paid, that our product reaches the intended customer, that we have a broker/forwarder to assist with proper documentation, and most important that your cargo is safe from any risk of terrorist involvement.

As Managing Director of the LIEA, it has been so important to partner closely with the Department of Homeland Security. I take pride that I am a link between so many international companies and keeping our borders safe from terrorism.

I am also a supply chain logistics specialist for “K” Line America. My 35 years in ocean cargo sales enables me to advise companies active in global trade how to start and succeed in business. To succeed, we must keep up with “Kaizen”, the Japanese term meaning continuous improvement.

As so much of my career was in the World Trade Center, the events of September 11 changed how I view our country and the freedom we are so blessed to have. So what is my recipe for success?

Appreciate that global trade is dynamic and challenging ... get onboard and enjoy the ride!

To learn more, visit the website www.liea.org

By George Likourezos, Esq. By Patti Stoff
Exports have been a key driver in our economic comeback since the financial crisis of 2009 and are a crucial part of the Obama Administration’s strategy to keep our economy growing. This strategy is focused on taking action to help workers from businesses of all sizes and from all parts of the country, including Long Island, to benefit from our economic resurgence.

In 2014, merchandise trade exports to the world from the 388 U.S. metropolitan Statistical Areas (MSAs) totaled $1.44 trillion, with New York metropolitan area exports of $60.1 billion. Merchandise exports from non-metropolitan “rural” areas totaled an additional $183.3 billion. To bring it closer to home, in 2014, New York was the 2nd largest metropolitan area exporter in the United States, with merchandise shipments totaling $105.3 billion. Based on the latest data in 2012, close to 35,000 companies exported goods from the New York metropolitan area, and of these, approximately 32,000 were small- or medium-sized exporters. The state is home to more than 500 foreign export-related jobs pay up to 18 percent more than non-export related jobs. With only 1 percent of the roughly 30 million U.S. companies currently creating growth at home are created by selling abroad and that the most sustainable growth model requires making use of those opportunities.

Growth in the Long Island area is strong. In 2013, Long Island’s merchandise trade exports to the world from the 388 U.S. metropolitan Statistical Areas (MSAs) totaled $1.44 trillion, with New York metropolitan area exports of $60.1 billion. Merchandise exports from non-metropolitan “rural” areas totaled an additional $183.3 billion. To bring it closer to home, in 2014, New York was the 2nd largest metropolitan area exporter in the United States, with merchandise shipments totaling $105.3 billion. Based on the latest data in 2012, close to 35,000 companies exported goods from the New York metropolitan area, and of these, approximately 32,000 were small- or medium-sized exporters. The state is home to more than 500 foreign export-related jobs pay up to 18 percent more than non-export related jobs. With only 1 percent of the roughly 30 million U.S. companies currently creating growth at home are created by selling abroad and that the most sustainable growth model requires making use of those opportunities.

Growth in the Long Island area is strong. In 2013, Long Island’s merchandise trade exports to the world from the 388 U.S. metropolitan Statistical Areas (MSAs) totaled $1.44 trillion, with New York metropolitan area exports of $60.1 billion. Merchandise exports from non-metropolitan “rural” areas totaled an additional $183.3 billion. To bring it closer to home, in 2014, New York was the 2nd largest metropolitan area exporter in the United States, with merchandise shipments totaling $105.3 billion. Based on the latest data in 2012, close to 35,000 companies exported goods from the New York metropolitan area, and of these, approximately 32,000 were small- or medium-sized exporters. The state is home to more than 500 foreign export-related jobs pay up to 18 percent more than non-export related jobs. With only 1 percent of the roughly 30 million U.S. companies currently creating growth at home are created by selling abroad and that the most sustainable growth model requires making use of those opportunities.

Growth in the Long Island area is strong. In 2013, Long Island’s merchandise trade exports to the world from the 388 U.S. metropolitan Statistical Areas (MSAs) totaled $1.44 trillion, with New York metropolitan area exports of $60.1 billion. Merchandise exports from non-metropolitan “rural” areas totaled an additional $183.3 billion. To bring it closer to home, in 2014, New York was the 2nd largest metropolitan area exporter in the United States, with merchandise shipments totaling $105.3 billion. Based on the latest data in 2012, close to 35,000 companies exported goods from the New York metropolitan area, and of these, approximately 32,000 were small- or medium-sized exporters. The state is home to more than 500 foreign export-related jobs pay up to 18 percent more than non-export related jobs. With only 1 percent of the roughly 30 million U.S. companies currently creating growth at home are created by selling abroad and that the most sustainable growth model requires making use of those opportunities.

Growth in the Long Island area is strong. In 2013, Long Island’s merchandise trade exports to the world from the 388 U.S. metropolitan Statistical Areas (MSAs) totaled $1.44 trillion, with New York metropolitan area exports of $60.1 billion. Merchandise exports from non-metropolitan “rural” areas totaled an additional $183.3 billion. To bring it closer to home, in 2014, New York was the 2nd largest metropolitan area exporter in the United States, with merchandise shipments totaling $105.3 billion. Based on the latest data in 2012, close to 35,000 companies exported goods from the New York metropolitan area, and of these, approximately 32,000 were small- or medium-sized exporters. The state is home to more than 500 foreign export-related jobs pay up to 18 percent more than non-export related jobs. With only 1 percent of the roughly 30 million U.S. companies currently creating growth at home are created by selling abroad and that the most sustainable growth model requires making use of those opportunities.

Growth in the Long Island area is strong. In 2013, Long Island’s merchandise trade exports to the world from the 388 U.S. metropolitan Statistical Areas (MSAs) totaled $1.44 trillion, with New York metropolitan area exports of $60.1 billion. Merchandise exports from non-metropolitan “rural” areas totaled an additional $183.3 billion. To bring it closer to home, in 2014, New York was the 2nd largest metropolitan area exporter in the United States, with merchandise shipments totaling $105.3 billion. Based on the latest data in 2012, close to 35,000 companies exported goods from the New York metropolitan area, and of these, approximately 32,000 were small- or medium-sized exporters. The state is home to more than 500 foreign export-related jobs pay up to 18 percent more than non-export related jobs. With only 1 percent of the roughly 30 million U.S. companies currently creating growth at home are created by selling abroad and that the most sustainable growth model requires making use of those opportunities.

Growth in the Long Island area is strong. In 2013, Long Island’s merchandise trade exports to the world from the 388 U.S. metropolitan Statistical Areas (MSAs) totaled $1.44 trillion, with New York metropolitan area exports of $60.1 billion. Merchandise exports from non-metropolitan “rural” areas totaled an additional $183.3 billion. To bring it closer to home, in 2014, New York was the 2nd largest metropolitan area exporter in the United States, with merchandise shipments totaling $105.3 billion. Based on the latest data in 2012, close to 35,000 companies exported goods from the New York metropolitan area, and of these, approximately 32,000 were small- or medium-sized exporters. The state is home to more than 500 foreign export-related jobs pay up to 18 percent more than non-export related jobs. With only 1 percent of the roughly 30 million U.S. companies currently creating growth at home are created by selling abroad and that the most sustainable growth model requires making use of those opportunities.
International Students Invigorate Nation’s and Region’s Higher Education

Richard Vogel, Dean, School of Business, Farmingdale State College

A recent report from NAFSA, the Association of International Educators, indicates that there were approximately 886,000 international students studying in the U.S. during the 2013-14 academic year. According to that report, these students contributed close to $26.8 billion dollars in economic value to the US economy. Looking strictly at New York State, international students accounted for approximately $3.95 billion in state GDP. To put that in perspective, international students in New York State alone generated the equivalent of one-third of the estimated $95 billion total revenue that was generated by all 32 teams of the NFL nationally (Cherni, 2014).

While data for the current year is not yet available, NAFSA reports that there were a total of just over 98,000 international students studying in New York State (2013-2014). Stony Brook University accounted for the largest single number of international students reported for that period on Long Island with 4,737 total, followed by New York Institute of Technology (1,650), Adelphi (1,173), Nassau Community College (1,114), Adelphi (632), Farmingdale State College (195), and Dowling (186). For Long Island, international students and their families generated approximately $327.28 million in net revenues and 3,048 jobs. As these figures indicate, the economic contribution to Long Island is significant and international students studying in the U.S. are an important part of our export economy.

Internationalization of higher education is not a new phenomenon, but has a long history dating back to the Middle Ages when students from across Europe made their way to the rising seats of higher education in cities such as Bologna and Paris. By the 19th century, Germany had become the leading destination for international students. The roots of internationalization in US higher education really date back to the post-World War II and Cold War era as the country began to invest more heavily into technical, engineering, and science education (Garcia and de Lourdes Villarreal, 2014).

A number of factors influence the attractiveness of any particular program at a college or university to a student – domestic and international alike. Factors such as a university’s international student population, special resources, location, costs, and post-graduation career opportunities all influence a student’s choice of where to study. Alberts (2007) does point out that post-graduation career opportunities are especially important to international students in choosing where to study.

As their domestic economies have expanded, countries such as China and India have been rapidly expanding educational infrastructure to provide for greater opportunities for their students to study at home as there is always the risk that the most skilled and talented students studying abroad will not return. Additionally, other countries such as Australia and South Korea have invested heavily in building capacity and become much more competitive in attracting international students.

International students and the internationalization of higher education must be viewed through as much more than just part of our exports with local and regional economic impact. International students bring diversity to our campuses, and help us to build greater understanding between different countries and cultures. Just as my father came to study in the U.S. from Bolivia in 1947 and ended up heading up the international division of what was then one of the country’s leading corporations, today’s international students represent a great resource. Yes, some international students will end up staying in the country after graduating, but in so doing, they will employ the technical skills and knowledge that they learned studying here to strengthen our own industries and economy.

Cherni, E. 2014. “If the NFL were a real business,” Bloomberg L.P.,<a href="www.bloomberg.com/bw/articles/2014-09-12/if-the-nfl-were-a-real-business">www.bloomberg.com/bw/articles/2014-09-12/if-the-nfl-were-a-real-business</a>.


While immigrants adapt to the American way of life, it is not unusual for this group to hold on to the customs and traditions of their country or origin. For example, it is not unusual to hear their native language spoken in the household; active commercial associations are formed to conduct business within their communities; and cultural pride is expressed through music, style of dress and in other ways. For these reasons, immigrants can be a valuable source of information and a bridge to understanding the likes and dislikes of family and friends in the country of origin with whom they maintain close ties.

Your localized marketing research across Long Island presents an opportunity to gauge the likability and acceptance of their products without having to leave Long Island. Immigrant communities are traditionally formed in geographic clusters, which enable providers of consumer goods and services to test the viability of their wares with a critical population.

While immigrants adapt to the American way of life, it is not unusual for this group to hold on to the customs and traditions of their country or origin. For example, it is not unusual to hear their native language spoken in the household; active commercial associations are formed to conduct business within their communities; and cultural pride is expressed through music, style of dress and in other ways. For these reasons, immigrants can be a valuable source of information and a bridge to understanding the likes and dislikes of family and friends in the country of origin with whom they maintain close ties.

Your localized marketing research across Long Island presents an opportunity to gauge the likability and acceptance of their products without having to leave Long Island. Immigrant communities are traditionally formed in geographic clusters, which enable providers of consumer goods and services to test the viability of their wares with a critical population.

While immigrants adapt to the American way of life, it is not unusual for this group to hold on to the customs and traditions of their country or origin. For example, it is not unusual to hear their native language spoken in the household; active commercial associations are formed to conduct business within their communities; and cultural pride is expressed through music, style of dress and in other ways. For these reasons, immigrants can be a valuable source of information and a bridge to understanding the likes and dislikes of family and friends in the country of origin with whom they maintain close ties.
Globalization and Higher Education on Long Island

By Nanda Viswanathan, PhD, Farmingdale State College, School of Business

Globalization is without a doubt one of the dominant forces in the world’s political economy. The scale and pace of movement of labor, capital, information, goods, and ideas is without parallel in human history. While at one time the American economy was the dominant international economy, the current share of the United States is close to 16 percent, based on purchasing power parity estimates of the world economy. This would imply that for American firms, while the United States still represents a very large market, the larger market is outside the U.S. This trend in the relative growth of the world market continues, albeit, in fits and starts. In addition, data from the U.S. census bureau suggests that close to 90 percent of imports and exports are channeled through multinational firms and their affiliated companies.

The question then arises as to how the global economy impacts us on Long Island. A recent study by the Rauch Foundation predicts that the Long Island economy is likely to stagnate for the foreseeable future. A possible exception to this scenario is the potential expansion of sectors such as the biomedical industry and multi-family housing. In fact, multi-family housing may be the key to expanding affordable housing and retaining our college graduates.

While it is necessary that many actions across multiple actors in the public and private sectors would be necessary to keep Long Island on a sustainable economic growth path, it is also important that educational institutions on Long Island do their part to prepare students to compete in the global economy. The School of Business at Farmingdale State College launched a Global Business Management major last fall, with the goal of training students an opportunity to specialize in a specific region of the world. For instance, this degree program offers students an opportunity to specialize in a specific region of the world. For example, students interested in Western Europe would take classes in a relevant language, such as Italian, while also studying the politics, economy, and history of the region.

Simultaneous with the launch of the Global Business major, Farmingdale has seen an increase in both international students and the number of students studying abroad. Over the last year Farmingdale’s business students have spent full semesters in countries such as Spain, Ireland, England, Australia, and Italy. Short-term study-abroad programs are available to students unable to be out of the country for months at a time due to work or family issues.

In addition to increased student involvement has been the addition of business faculty with expertise and linkages with countries such as India, China, Egypt, and Colombia. And, a joint class between the School of Business and universities in Colombia are under consideration for 2016.

The combination of developments in curriculum, increased study-abroad opportunities, larger numbers of international students, and cutting-edge uses of technology will result in a business student better prepared to compete in the economy of tomorrow.
George Santiago, Jr., Ph.D.

Briarcliffe College Puts Secure Jobs in Reach of Diverse Students

Vivian Leber

Diversity on Long Island means that we welcome people of all faiths, orientation, colors, ethnicities and countries of origin. It also means diversity in educational opportunity. Briarcliffe College fills a vital niche in the rich tableau of higher education opportunities that the Island boasts, and has for 50 years, as a career-oriented college.

The CORRIDOR editors met with Briarcliffe College President George Santiago, Jr., Ph.D., to learn more about this less-well-known Long Island asset. Dr. Santiago joined the college in 2004 as Provost, and in less than two years was selected to head the institution.

“We serve the needs of the market by developing programs matched to labor force needs, also looking down the road 10 to 15 years,” he explains. “Thus we are an economic engine for Long Island; our students go into jobs where there is a real need.”

Dr. Santiago describes the student body as comprising several overlapping types of learners: young adults who are bent on acquiring particular skills that will lead to a good paycheck upon graduating, adult career-changers, “second chance” students whose education was interrupted by family responsibilities, or those who seek one-to-one classroom interaction after getting lost on big campuses—all of them find the door at Briarcliffe is wide open. “Many students make us their first-choice college because they know what career they want,” Dr. Santiago says. “Others arrive not sure of their career path but then a lightbulb goes off after they meet with our counselors.”

During the Great Recession that began in 2008, some adults who had lost their jobs enrolled at Briarcliffe to gain new, more competitive skills.

Moreover, an appreciation of the cultural diversity found on Long Island means that we welcome students of color and immigrants often struggle more than the average for similar schools, at 15.3%.

Dr. Santiago emphasizes, that they are advised to borrow just what they need, without taking on too much debt. The student loan default rate is lower than the average for similar schools, at 15.3%.

Dr. Santiago has first-hand knowledge of how successful students of color and immigrants often struggle for success. He grew up in Vineland, NJ, born to parents who emigrated from Puerto Rico to get work there. He was labeled “autistic” and told he would never amount to much. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant.

“Students come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. We've graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says.

“Every program has its own Advisory Board, which reviews curriculum, and we ask the business community to tell us what will make for a successful employee,” Dr. Santiago adds. Briarcliffe does not offer liberal arts majors, but humanities courses are available to provide a broad base of knowledge.

Through Briarcliffe College’s Educational Alliance program, grants equal to 20% of tuition are extended to the employees and families of large Long Island employers. Nassau County and the Long Island Rail Road are enrolled. So are Nikon, OCLI, St. Joseph’s Hospital, Belmont Medical Care, and the LI Hispanic Chamber of Commerce.

For a private institution, tuition is relatively affordable: $16,000 per year for full-time on-campus study, and half that for online study. Some students combine both while also holding jobs. Everyone is a commuter. The main campus in Bethpage is reachable by buses (one line stops in front of the building), and the Hicksville train station is about 2 miles away. There is a branch campus in Patchogue that includes a 2-year dental hygiene program with students serving the public free of charge at the College’s dental lab and clinic.

Student financial aid is offered, with students are counseled about financial responsibility. Dr. Santiago emphasizes, that they are advised to borrow just what they need, without taking on too much debt. The student loan default rate is lower than the average for similar schools, at 15.3%.

Dr. Santiago has first-hand knowledge of how students of color and immigrants often struggle for success. He grew up in Vineland, NJ, born to parents who emigrated from Puerto Rico to get work there. He was labeled “autistic” and told he would never amount to much. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant.

At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says.

Studies, and other integrated programs offered in Information Technology, Healthcare Administration and Health Sciences (Nursing, Allied Health and Administration), and in Visual Communications. Online study areas cover business, dental hygiene, and healthcare administration and health-related IT. The first master’s degree program, in Healthcare Management, is being planned, while others, in Information Technology and Human Resources, are under consideration.

“We serve the needs of the market by developing programs matched to labor force needs, also looking down the road 10 to 15 years,” he explains. “Thus we are an economic engine for Long Island; our students go into jobs where there is a real need.”

Dr. Santiago describes the student body as comprising several overlapping types of learners: young adults who are bent on acquiring particular skills that will lead to a good paycheck upon graduating, adult career-changers, “second chance” students whose education was interrupted by family responsibilities, or those who seek one-to-one classroom interaction after getting lost on big campuses—all of them find the door at Briarcliffe is wide open. “Many students make us their first-choice college because they know what career they want,” Dr. Santiago says. “Others arrive not sure of their career path but then a lightbulb goes off after they meet with our counselors.”

During the Great Recession that began in 2008, some adults who had lost their jobs enrolled at Briarcliffe to gain new, more competitive skills.

Moreover, an appreciation of the cultural diversity found on Long Island means that we welcome students of color and immigrants often struggle more than the average for similar schools, at 15.3%.

Dr. Santiago emphasizes, that they are advised to borrow just what they need, without taking on too much debt. The student loan default rate is lower than the average for similar schools, at 15.3%.

Dr. Santiago has first-hand knowledge of how students of color and immigrants often struggle for success. He grew up in Vineland, NJ, born to parents who emigrated from Puerto Rico to get work there. He was labeled “autistic” and told he would never amount to much. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant.

At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says.

“He went on to Rutgers University, then earned master’s and Ph.D. degrees from Penn State University. After serving as an administrator in several educational institutions, and after six years extensively traveling in his role with the Middle States Association of Colleges and Schools, Dr. Santiago explains that he wanted to return to a campus.

Now, he also takes an annual major travel excursion. “I promised myself that if I succeeded I would make traveling the world a priority. It’s important to understand different cultures and to see the beauty of the landscapes in very different parts of the world.” He left for Peru just after having this interview.

At Briarcliffe College students of color comprise over 45% of the study body. He points out that includes some students who are international or first generation Americans, mainly from Latin American and Caribbean countries. “Students of color have the lowest high school graduation rate and lowest college attendance and graduation rates, so we provide opportunities where the door may have been shut somewhere else.”

All students take placement exams. More than half require at least one remedial course before beginning college-level study.

Dr. Santiago recalls one noteworthy story of a heroic student who overcame adversity. As a young boy he was labeled “autistic” and told he would never amount to much. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant.

“At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says. “We’ve graduated over 13,000 in the last 20 years. At Briarcliffe College, he excelled at accounting studies, graduated as the salutatorian, and now holds a good position as an accountant. At the end of the day, what we do is try to help the people who come through the door and their families to better their lives,” Dr. Santiago says.

More information about Briarcliffe College is available at http://www.briarcliffe.edu or by calling 1-877-790-6333. The main campus is located at 1055 Stewart Avenue, Bethpage, NY 11714, with a branch in Patchogue.
Can, Li Small Businesses Operate in a Global Economy?

Roslyn Goldmacher, PhD, CEO - Long Island Development Corporation

The cost of doing business on Long Island can be quite high due to multiple factors: labor costs, costs for real estate, multiple government layers with consequent support costs, an aging infrastructure requiring taxpayer dollars for maintenance and change, etc. Many would argue that it is difficult to do business in a competitive manner in this high cost area. In particular, people point to lower cost regions of the US as well as other countries where wages and other cost factors are comparatively low.

Others, however, argue that it is possible to be competitive in a global market if the business is as efficient and lean as possible and is cutting edge in terms of products and services. Price is not the only factor in competition.

Paramount also are need for the product/service, uniqueness of the product or service, results from the product or service. Good value (in terms of performance, results, effect) can effectively trump price. If one product provides much better value than a competitor’s product, then a higher price is deemed reasonable.

There are numerous resources on Long Island that can help a company become more efficient and operate in a manner which permits it to be competitive in a global marketplace. NYS has multiple resources for this purpose. Training incentives are available to help improve the skills of the workforce in order to enable workers to be productive. There are programs which bring in state employees or outside consultants to companies to help them improve efficiency in all aspects of operations. Grants and low interest loans are available for innovation-to help businesses develop new products and services which are needed in the global economy.

NYS also supports intermediary entities on LI whose purposes are to improve the environment for exporters and for companies in manufacturing, technology- entities such as LIFT, ADDAPT, SBDC’s, NYS Office Intl. Trade, Export Assistance center, etc. (see HYPERLINK “http://www.esd.ny.gov” www.esd.ny.gov). The federal government supports initiatives to encourage exporting with tax,grant,low interest loan incentives-under federal agencies such as SBA, Exim Bank, US Dept. Commerce.

The internet has also opened up global business in a big way, enabling even local retailers to operate outside of the region. While many on line shoppers are initially searching strictly for the lowest price, they soon learn that getting what you think you’re paying for is not so simple. The vendor with the best product or service and consequent reputation will do better even if they don’t offer the lowest price.

So, in answer to the question of whether LI small businesses can do business in a global economy?- this author’s opinion is a resounding yes- for those businesses who make themselves cutting edge, offer the best product or service and the most value for the money.

Contact the LIDC at (866) 433-5432

Global NY Programs and Funds Lower Barriers to Foreign Trade for Small Business

New York has a long tradition of looking abroad, pioneering new markets, and embracing international trade. The state ranks 4th in the nation in total exports, sending more than $121 billion abroad in 2014 - almost 10% of GDP. By some estimates, one out of every three jobs in the state is dependent on either exports or foreign investment.

This emphasis has been positive for the state’s economy. Businesses that export their products and services tend to grow faster, pay higher salaries, and are more resilient during economic downturns. Yet small and medium size businesses face significant barriers in entering export markets, lacking awareness of new opportunities and capital for export operations.

With that in mind, Global NY: Governor Cuomo’s initiative to increase New York exports and increase foreign direct investment - has launched a series of programs to assist New York small-medium size businesses to enter new markets and attract foreign investment into the state. A new grant program will provide $2M to small businesses looking to expand internationally. This money, in addition to another $663,000 in federal funds from the US Small Business Administration, can help small businesses adapt their product lines to foreign specifications, translate marketing materials, or participate in trade shows and missions. Empire State Development contract offices in Europe, Canada, Mexico, Israel, China, and Africa can help businesses identify distributors and enter new markets. A new loan program will provide $5 million to enable New York small businesses to finance the costs associated with exporting. Loans can be used for working capital, lines of credit, receivables financing and machinery or equipment.

In addition, Governor Cuomo announced that he will lead a series of trade missions, not only to new markets like Cuba, but also to places where New York has strong trade ties, like Italy, Canada, and China. Other trade missions will be led by Global NY staff, with destinations including Israel, China, Canada, and Germany. These missions bring companies face to face with potential foreign clients, easing the difficulties in communicating and transacting business internationally. One Long Island company reported over $100,000 in immediate sales resulting from a recent China trade mission, with hundreds of thousands more projected. Another Long Island business now has distribution partners and customers in the United Kingdom, Canada, Germany and France for its aircraft parts, resulting from Global NY’s export assistance.

Ninety-six percent of the world’s population and 84 percent of global GDP is outside the United States, numbers that will only increase as the economies of developing countries grow. New York businesses that can tap into these vast markets open themselves up to exponential growth. Global NY initiatives can help them get started.

Businesses interested in finding distributors, obtaining foreign market research, participating in trade missions, or receiving export grants should visit www.global.ny.gov for more information.

The Long Island Regional Office of Empire State Development, in Hauppauge, may be reached at 631-435-0717.
President of the Long Island Hispanic Chamber of Commerce, and Wine Importer

Founded in 1988 to fill a gap for Hispanic-owned businesses, the LIHCC gives a voice to and creates opportunities for Hispanic small business owners with corporate America and the larger community. “We offer support, networking opportunities and advocate for Hispanic-owned businesses’ procurement with the corporate, government, and not-for-profit sectors. We cross bridges for our members,” Vazquez explains. “We want to acknowledge and honor her service.”

Hispanic Heritage Month is celebrated on Long Island and nationally each September. On October 21st, the LIHCC will kick-off its annual gala with a benefit fashion show at the Lord and Taylor store in Bay Shore. The Awards Gala will be held on Saturday November 21st.

Born in Puerto Rico, Vazquez arrived on Long Island in 1969. With a partner, he owns Casa de Vinos, a wine importing, distribution and retail business in Glen Cove that specializes in wines from South America, Spain, Portugal and Italy, and promotes them throughout New York State and the U.S. They recently opened a new store in Puerto Rico. The business also belongs to the National Hispanic Chamber of Commerce, which champions its more than 5,000 member businesses.

For tickets and sponsorship to The LI Hispanic Chamber of Commerce’s 27th Annual Awards Gala, contact: admin@lihcc.org. 516-333-0105.

34
Don’t let your HR hold you down.

Alcott HR helps businesses and nonprofits control costs, reduce risks, enhance compliance, improve recruiting and retention and, most importantly of all, grow.

Our strategic, consultative and customized solutions include:

- Compliance & Risk Management
- Payroll
- Employee Benefits Programs
- HR Administration
- Training & Development
- State-Of-The-Art HR Technology

Rise above your HR challenges – and your competition. Give us a call today at (631) 420-0100 or visit www.alcotthr.com.
Valuable Ideas Deserve Invaluable Protection.

CARTER, DELUCA, FARRELL & SCHMIDT, LLP
Intellectual Property Counsel

Your expertise creates new ideas, inventions and processes. Our expertise assures that your innovations get the protection they deserve. Let our team of experienced professionals safeguard your intellectual property assets. Put us to work for you and your ideas today.

- Strategic IP Portfolio Development
- Foreign and Domestic Patent Prosecution
- Patentability and State-of-Art Studies
- Freedom to Practice and Validity Opinions
- Coordination with R&D in the Development of New Products and R&D Agreements
- Trademark and Copyright Prosecution
- Managing & Licensing of Intellectual Property Assets
- Due Diligence for Mergers, Acquisitions and Venture Capital Investment

445 Broad Hollow Road • Suite 420
Melville, New York 11747

t: 631.501.5700 • f: 631.501.3526
www.cdfslaw.com